



Gaithersburg

CITY OF GAITHERSBURG
Gaithersburg Book Festival Committee
January 13, 2011

Attendees: Jud Ashman, Heidi Bishop, Laura Burns, Carolyn Crosby, Christine Koubek, Robin Ferrier, Becky Meloan, Stewart Moss, Gail Norris, Karen O'Keefe, Laura Rowles, Gene Taft, Joyce Whitman, Nansie Wilde, Danny Winborne, Dottie Wiseman, Kevin Wiseman

Absences: Dee Aronson, Joel Aronson, Sarah Benson, Jo Ellen Kuney, Sigrid McCutcheon, Bob Murphy, Marion Perry, Bill Schlossenberg, Leslie Shapiro, Laurie Yankowski

The meeting was called to order at 7:30 p.m.

Welcome & introductions

I. TOPICS OF DISCUSSION:

Website

Site will have volunteer sign up form with submit button that will email directly to Kevin & Dottie. Number of fans of the Facebook page are increasing. List of participating authors continues to be updated.

Featured Authors

Many new nationally known and prestigious authors have been added since last meeting. List available

PR & Writing Contest Update

36 entries so far in the High School writing contest. 12 from Montgomery County schools. Deadline is January 31. Pushing info to organizations such as Impact & Identity. Reaching out to book clubs and other interest groups. Created a standardized calendar listing. Please pass links for various event calendars to Gail or Robin

Workshops/Writers Center

Stewart Moss, Executive Director said that the Writers Center as a partner will agree to produce two of the workshops/seminars for 2011 and take over this component of the festival in 2012. Details to be worked out.

Mayor's Book Club

Almost ready to launch in schools. Already having positive feedback from MCPS from Jud's meetings with media staff

Sponsorship

Have currently raised \$3,300 from new sponsors. Focus on returning in-kind sponsors is starting.

Preview Events

Washingtonian Center is working with cookbook author Johnny Mo for a concert and demo event on Saturday 5/14, the week before the book festival. Also hoping to secure a local children's author to do the Wednesday 5/18 children's program at Washingtonian to promote the book festival.

Fund Raisers

Carolyn encourages all to consider other fund raising activities such as restaurant nights and celebrity bagging at Whole Foods.

Possible Tagline for marketing materials

The City is considering launching a City-wide reading initiative and considering the use of the tag line "Say Yes! to the Book". Laura Burns offered to check for copyright on the various punctuation formats that might be used.

Reminders:

Next meeting is Wednesday, February 16 at 7:30 p.m. at the Activity Center in the small conference room

II. ADJOURNMENT:

The meeting was adjourned at 9 p.m.

Respectfully submitted by,
Carolyn Crosby & Nansie Heimer Wilde